ORDER

Orders

Order / Rev:

107338

Alt Order #:

06860064

Product Desc:

OBAMA ADD

Estimate:

1905

Flight Dates:

Order Type:

10/02/12 - 10/08/12

Original Date / Rev:

10/01/12 / 10/15/12

GENERAL

Primary AE:

Sales Office:

Sales Region:

Amy McCreary

BLPHI

National

Agency

Name:

GMMB, Inc./ Washington D.C.

Buying Contact:

Billing Contact:

Washington Harbor

Washington, DC 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Cash Broadcast

EOM/EOC

00:05:00

15%

Advertiser

Name:

Obama for America

A35+

Demographic: Product Codes:

PLC01-Democrat

Priority:

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan								
Start Date	End Date	# Spots	Gross Amount	Net Amount				
10/01/12	10/08/12	10	\$26,565.00	\$22,580.25				

Totals

Month	# Spots	Gross Amount	Net Amount	Rating	
October 2012	10	\$26,565.00	\$22,580.25	0.00	
Totals	10	\$26,565.00	\$22,580.25	0.00	

Account Executives

Amy McCreary

Order % Start Date / End Date Sales Office Sales Region Account Executive Start Of Order - End Of Order 100%

Total Share Order Share \$26,565.00 25% KSNV \$106,260.00 100% Market

Competitive Share	Share	Total	
CABLE	0%	\$0.00	
KBLR	0%	\$0.00	
KFBT	0%	\$0.00	
KINC	0%	\$0.00	
KLAS	25%	\$26,565.00	
KLVX	0%	\$0.00	
KSNV-	0%	\$0.00	
KTNV	24%	\$25,502.40	
KTUD	1%	\$1,062.60	
KWU	20%	\$21,252.00	
KVWB	0%	\$0.00	
LV1	0%	\$0.00	
UNKWN	5%	\$5,313.00	

Ln	Ch	Start	End	Inventory Code	Break	Start/End Tir	ne Days	Len Sp	ots	Rate Pri	Rtg Type So	oots	Amount
E 1	17190910	750500075	-31301076	Saturday Today Saturday Today	СМ	7a-9am		:30	ı	\$625.001	0.00 NM	1	\$625.00
		Contractor 6	AY End Date 10/07/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$625,00	Rating 0.00						

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KSNV

Order / Rev:

107338

Advertiser:

Obama for America

Ait Order #:

06860064

Product Desc: OBAMA

OBAMA ADD

Flight Dates:

10/02/12 - 10/08/12

Estimate:

1905

Rtg Type Spots Rate Pri Amount Len Spots Break Start/End Time Days End Inventory Code Start Ln Ch \$625.00 0.00 NM 30 \$625.001 10/06/12 10/06/12 Saturday Today KSNV Saturday Today SATURDAY TODAY Rate Rating Spots/Week Start Date **End Date** Weekdays 0.00 \$625.00 10/07/12 Week: 10/01/12 \$0.00 \$425,001 0.00 NM 0 :30 M-F Today Show II 3rd HOM 9-10a MTWTF--E 2 KSNV 10/02/12 10/08/12 M-F Today Show !! TODAY SHOW II Spots/Week Rating Rate End Date Weekdays Start Date \$425.00 0.00 MTWTF-Week: 10/02/12 10/08/12 Rate Rtg Type Weekdays Length Description Start/End Time Ch Date Range Spot (\$425.00) 0.00 NM 30 MTWThE ---1 KSNV 10/02/12-10/08/12 M-F Today Show II 3rd Hr 9-10a [NOT AVAILABLE RATE] NOT AVAILABLE RATE 0 \$0.00 0.00 NM 30 \$325.001 10am-11am MTWTF--E 3 KSNV 10/02/12 10/08/12 M-F Today Show III 4th IBM Today 4th Hour TODAY SHOW III Rating Spots/Week Rate **End Date** Weekdays Start Date 0.00 \$325.00 Week: 10/02/12 10/08/12 MTWTF--Rate Rtg Type Weekdays Length Start/End Time <u>Description</u> Spot Ch Date Range (\$325.00) 0.00 NM MTWThF--:30 1 KSNV 10/02/12-10/08/12 M-F Today Show III 4th Hr 10am-11am Credited [credit - mg on 6863795] \$4,000.00 0.00 NM :30 1 \$4,000.001 M-----E 4 KSNV 10/08/12 10/08/12 Mon PR 8-10p CM 8-10pm Monday Prime 8-10pm THE VOICE Rating Spots/Week Rate Start Date End Date Weekdays 1 \$4,000.00 0.00 Week: 10/08/12 10/14/12 \$3,200.00 0.00 NM 30 1 \$3,200.001 M----CM 10-11pm Mon PR 10-11p E 5 KSNV 10/08/12 10/08/12 Monday Prime 10-11pm REVOLUTION Rating End Date Weekdays Spots/Week Rate Start Date 0.00 \$3,200.00 Week: 10/08/12 10/14/12 \$2,400.00 1 \$2,400.001 0.00 NM ---T---30 Thurs PR 8-9p CM 8-9pm E 6 KSNV 10/04/12 10/04/12 Thursday Prime 8-9pm THE OFFICE/ PARKS & REC Rating Spots/Week Rate Start Date Weekdays End Date 0.00 \$2,400.00 10/07/12 ---7---Week: 10/01/12 \$2,600.00 :30 1 \$2,600.001 0.00 NM ---F--CM 9-10pm Fri PR 9-10p KSNV 10/05/12 10/05/12 Friday Prime 9-10pm GRIMM Spots/Week Rate Rating End Date Weekdays 4 1 Start Date 0.00 ----F--\$2,600.00 10/07/12 Week: 10/01/12 1 \$3,200.001 0.00 NM \$3,200.00 :30 10-11pm ---F--CM KSNV 10/05/12 10/05/12 Fri 10-11p Friday Prime 10-11pm DATELINE NBC Spots/Week Rating Rate **End Date** Weekdays Start Date --F--\$3,200.00 0.00 Week: 10/01/12 10/07/12 0.00 NM \$10,000.00 1 \$10,000.001 :30 ----S 1P-9PM E 9 KSNV 10/07/12 10/07/12 CM NFL Football NFL Football SUN NT FB: SD @ N ORLEANS Spots/Week Rating Rate End Date Weekdays Start Date 1\$10,000.00 0.00 10/07/12 Week: 10/01/12 \$500.00 0.00 NM 2 \$250.001 :30 1237a-136am MTWTF--E 10 KSNV 10/02/12 10/08/12 Late Night w/Fallon CM Late Night w/Fallon LATE NIGHT W/JIMMY FALLON Spots/Week Rate Rating Start Date End Date Weekdays \$250.00 0.00 MTWTF--10/08/12 Week: 10/02/12 \$40.00 0.00 NM \$40.003 1 :30 136-205am MTWTF--Last Call w/Carson Daly CM 10/02/12 10/08/12 E 11 KSNV Last Call w/Carson Daly LAST CALL WITH CARSON DALY

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Totals

\$26,565.00

10

Obama for America Advertiser: Order / Rev: 107338 KSNV OBAMA ADD Product Desc: 06860064 Alt Order #: 1905 Estimate: 10/02/12 - 10/08/12 Flight Dates: Rate Pri Rtg Type Spots Amount Len Spots Days Break Start/End Time Inventory Code End Ln Ch Start 0.00 NM \$40.00 MTWTF--:30 \$40.003 E 11 KSNV 10/02/12 10/08/12 Last Call w/Carson DalyCM 136-205am Last Call w/Carson Daly LAST CALL WITH CARSON DALY Rating Start Date End Date Spots/Week Rate Weekdays \$40.00 0.00 2 Week: 10/02/12 10/08/12 MTWTF--Rate Rtg Type Weekdays Length Start/End Time Description Spot Ch Date Range (\$40.00) 0.00 NM MTWThF----:30 1 KSNV 10/02/12-10/08/12 Last Call w/Carson Daly 136-205am Credited

(credit - mg on 6863795)